

Children Cry for Fletcher's

# CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but Experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

## What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is Pleasant. It contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and allays Feverishness. It cures Diarrhoea and Wind Colic. It relieves Teething Troubles, cures Constipation and Flatulency. It assimilates the Food, regulates the Stomach and Bowels, giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

**GENUINE CASTORIA ALWAYS**

Bears the Signature of

*Chas. H. Fletcher*

The Kind You Have Always Bought

In Use For Over 30 Years

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## SAN MATEO

LOCATION, ATTRactions, ADVANTAGES.

Information for the Visitor or Home-seeker.

### Location.

San Mateo, Putnam County, is situated on the east bank of the St. Johns River, and 90 feet above it. The highest point in Florida, east of the St. Johns river, which is one-half mile wide at this point.

Five miles from Palatka, our county seat (city of 5,000), 28 miles from St. Augustine and about 75 miles from Jacksonville.

The terminus of a branch of the Florida East Coast Railway. The depot being three-quarters of a mile from the river wharf.

### Advantages and Attractions.

San Mateo has good shelled roads and miles of hard sidewalks. Beautiful wateroaks line both sides of streets, and meet overhead in many places.

Two churches, public and private schools, telegraph, telephone, express, money order postoffice, two mails daily, meat market, two general stores, who take orders and deliver goods at your door, weekly paper.

The place is incorporated and with the exception of about \$60.00 a year, all town taxes are expended on street improvement.

Good hunting and fishing, deer, turkey, ducks and quail, black bass and other Florida fresh water fish.

Good boarding houses, Byrlyn Place, Idlewild and the Palms open winters; rates eight to ten dollars per week; \$2.00 day.

Thousands of people visit the San Mateo groves each year.

One of the best advantages San Mateo enjoys is transportation; being on both river and rail is an advantage that few Florida points enjoy. A recent season, for instance, railroads and terminals at Jacksonville were more than congested and fruit shipped from points down the central part of the state was, in some cases, three weeks getting to Jacksonville, en route to northern markets, and did not bring enough to pay freight, while San Mateo shippers, at same time, would ship from here one day and have fruit go out of Jacksonville on the Clyde ship the next. This little matter that season alone was worth thousands of dollars to the San Mateo growers and the homeseeker will do well to bear in mind transportation and cheap rates that come with competition, in selecting a Florida location.

The difference in freight rates alone to say nothing of quicker service between San Mateo and some Florida points to northern markets on a 1,000 box crop of fruit will pay for the labor on a 10-acre grove for a year.

The population is about 250, who came mostly from the northern states. As a class they are men of means, progressive and sociable. HAVE A BETTER CLASS OF HOMES THAN CAN BE FOUND IN ANY PLACE IN THE SOUTH OF ITS SIZE. The buildings kept painted and grounds in good order.

### Healthfulness.

On account of its high altitude, there is no healthier spot in Florida for all the year round or for the winter visitors. For those who come to Florida on account of health, many find this higher altitude, dry and balmy air is better than the lower, more harsh air found in salt water sections.

### Business.

The principal business just at San Mateo is orange growing. There being some 400 acres in groves, \$2,000.00 to \$5,000.00 from 5 to 15 acres of good grove is not unusual.

Scattered through a distance of 10 or 12 miles only from San Mateo are the towns of East Palatka, Orange

Mills, Federal Point and Hastings, from which the farmers this season shipped one-half million dollars worth of Irish potatoes and further more, wild land is being cleared and planted all the time.

### Soil About San Mateo.

The soil varies a great deal from high pine to low and high hammock, all within a mile, so that lands for any purpose or crops can be secured. In some cases we have high pine and low hammock all on a 30-acre tract.

Putnam county ships around 400,000 boxes of citrus fruits, one of the largest in point of boxes in the state. Putnam county is coming ahead, many new settlers locating; new court house built at Palatka; new bridge across the St. Johns river, the longest carriage bridge in the country, almost a mile long; 60 miles of hard surfaced roads and a general tone all over of progressiveness. Our county seat, Palatka, is one of the get up and hustle sort of places that the citizens of the county are proud of; streets well paved, sidewalks, sewers and water; the city has spent half a million dollars in last three years.

San Mateo can be reached from Jacksonville by Florida East Coast railway or Beach and Miller line steamers (see time tables elsewhere in this paper). The Clyde's St. Johns river steamers arrive here about 10 p. m., so do not advise this route. Fare B. & M. line \$1.25; railroad \$2 from Jacksonville.

Launch Rainbow leaves Palatka every afternoon at 1:30. Hiscock line steamers 2:30 p. m., every day but Sunday.

B. & M. line from Palatka 3 p. m. Tuesdays, Thursdays and Saturdays, and two trains daily on F. E. C. railway. Fare from Palatka 25 cents, any route.

**\$2.00**

**Musical Chart**

**\$2.00**

You can play chords on the Piano and Organ without a knowledge of music. No study or practice necessary, just place the Chart on the instrument and strike keys as indicated. Charts sent post paid for \$2.00. Agents wanted everywhere.

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